Cambridge CYCLING Campaign

For better, safer and more cycling in and around Cambridge

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£1 – FREE to members

CAMBRIDGE CYCLING CAMPAIGN

NEWSLETTER 104 • OCTOBER – NOVEMBER 2012

Fully loaded

- Celebrating the cargo bike
- Why Cambridge is officially the UK's cycling capital
- The Bell development and the Local Plan
- Light up for winter
- Station cycle racks

and much more...

Cambridge CYCLING Campaign

If you like what you see in this newsletter, add your voice to those of our 1,100 members by joining the Campaign.

Membership costs are low:

£7.50 individual
£3.50 unwaged
£12 household.

For this, you get six newsletters a year, discounts at a large number of bike shops, and you will be supporting our work.

Join now online at:
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Cambridge Cycling Campaign was set up in 1995 to voice the concerns of cyclists. We are not a cycling club, but an organisation for lobbying and campaigning for the rights of cyclists, and for promoting cycling in and around Cambridge

Registered charity number: 1138098

Our meetings, open to all, are on the first Tuesday of each month, 7.30 for 8.00pm at the Friends' Meeting House, Jesus Lane, Cambridge.

Elected Committee Members and Trustees 2011-2012

Chair and Charity Chair – Martin Lucas-Smith

Co-ordinator and Charity Secretary – Michael Cahn

Treasurer and Charity Treasurer – Chris Dorling

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Co-ordinator's comment

Commuter cyclists crossing Stourbridge Common.

It is official. We are the champions. In all of England and Wales, Cambridge is the cycling capital. According to the Department for Transport, 52% of the population mount a bike once a week, and 58% do it at least once a month.

Most of these trips are pleasant, refreshing activities in the lives of our residents. Some get up in the morning, feel grumpy for breakfast, and will discover their smile only when the foot hits the pedal.

They use the power of their own legs to go places, do things, meet people, enjoy the greens and ride along the river. They rarely visit a petrol station, they take up very little space on the road, they do very little damage to the road surface, they get exercise and they are ready to smile at you if you show your smile. They observe other cyclists, hear the humming of the chain, check their lights. They lock their bikes and pump their tyres. Hair in the wind, fast or slow, sitting upright or bent over low: has anyone seen an unhappy cyclist recently?

52% once a week on the bike: this is a world class number, something to be really proud of. Sure, much needs to be done, very much could be better, the car mentality is still firmly embedded in many places. No doubt, we need to talk to the 42% of our residents who do not ride a bike even once a month, who do not know how to open the secret door to better smiles and stronger legs.

The city and county councils know the numbers, but they have not yet woken up to their significance. I am not seeing the sense of achievement and the celebration that should go with being the cycling capital of the nation. Local leaders and the local press have an opportunity here to emphasise a common achievement, a shared value of a city fit for people, a vision of sustainable transport and liveable streets. The mayor already wears a golden bike-chain when joining us for the Reach Ride. Now it is time to put a bicycle on the city flag, to mint a local coin which shows our favourite mode of transport. The local newspaper will not only organise bike rides but issue its weekly 'Drive' supplement under the more comprehensive title of 'Getting Around'. Those who arrive by train in the cycling capital of the nation will find a hotel on the right, housed in a building which also offers 3,000 bike parking spaces. In large letters the hotel proudly displays its name. It will be called 'The Bicycle Hotel'. Why not?

> 52% of the population of Cambridge ride a bike once a week: a world class number, something to be really proud of

Does this sound like a winning streak you want to be part of? A fantasy you want to turn into reality? Now is a good time to get involved. At the Annual General Meeting on Tuesday 6 November our members will elect a new committee. If you can find 4 or 5 hours in a week, if you like to work with others, meet new people, follow through with one project, and be part of the winning cause of cycling in the cycling capital of the nation, please get in touch. We need all the experience, expertise and diversity we can get, but we need to hear from you. Email contact@camcycle.org.uk, subject line 'well, I really don't, but perhaps' would be a good beginning.

Michael Cahn, Co-ordinator

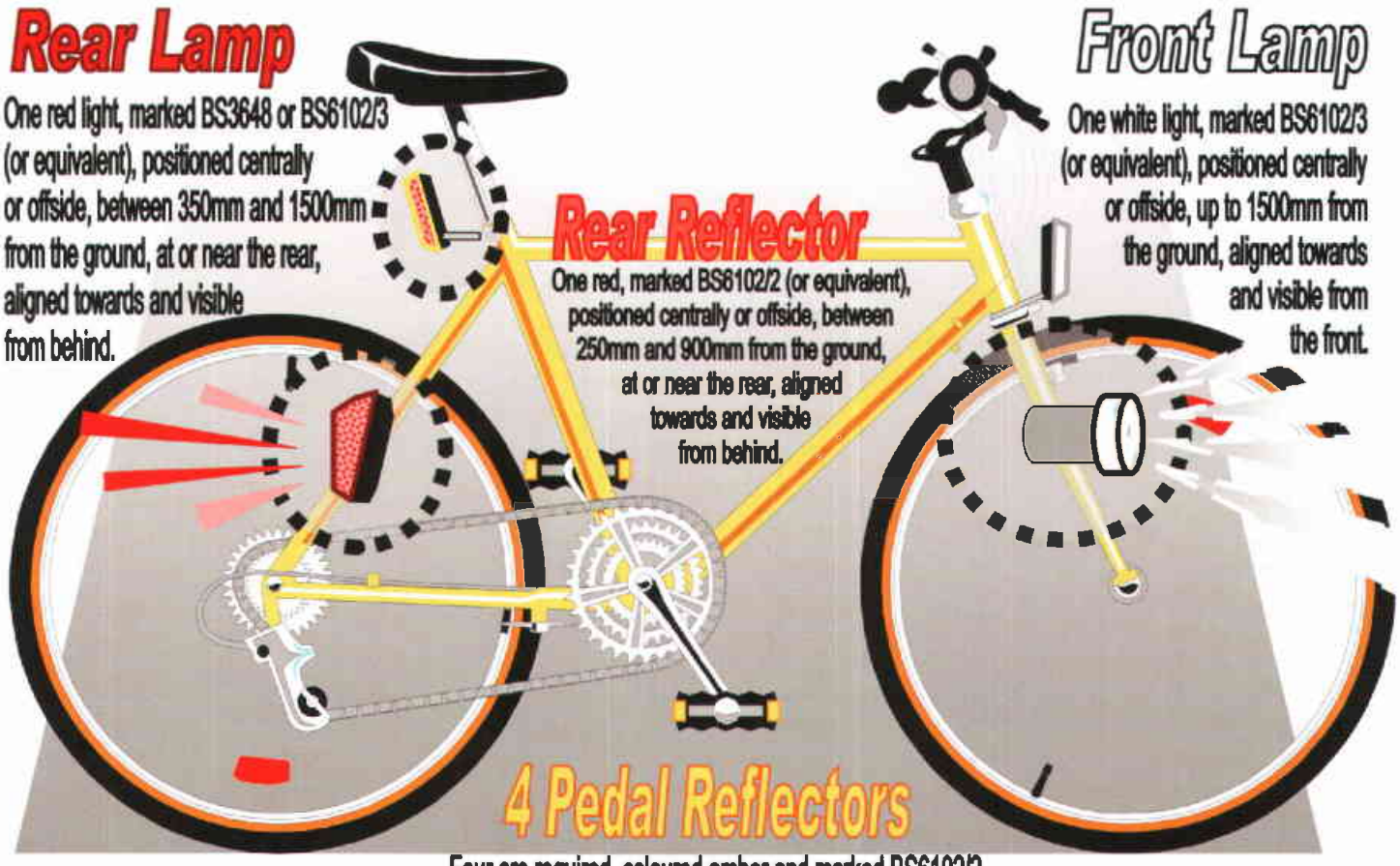
Cycle Lighting

When must you use cycle lights?

When riding on a public road, cycle path or public place between sunset and sunrise or in conditions of *seriously reduced visibility* during the day.

What is required?

The picture summarises the minimum, but flashing lights of 4 candelas or more are now permitted.


Rear Lamp
One red light, marked BS3648 or BS6102/3 (or equivalent), positioned centrally or offside, between 350mm and 1500mm from the ground, at or near the rear, aligned towards and visible from behind.
Front Lamp
One white light, marked BS6102/3 (or equivalent), positioned centrally or offside, up to 1500mm from the ground, aligned towards and visible from the front.
Rear Reflector
One red, marked BS6102/2 (or equivalent), positioned centrally or offside, between 250mm and 900mm from the ground, at or near the rear, aligned towards and visible from behind.
4 Pedal Reflectors
Four are required, coloured amber and marked BS6102/2 (or equivalent), positioned so that one is plainly visible to the front and another to the rear of each pedal.

Trailers

Need a rear lamp and triangular reflector.

Cambridge CYCLING Campaign

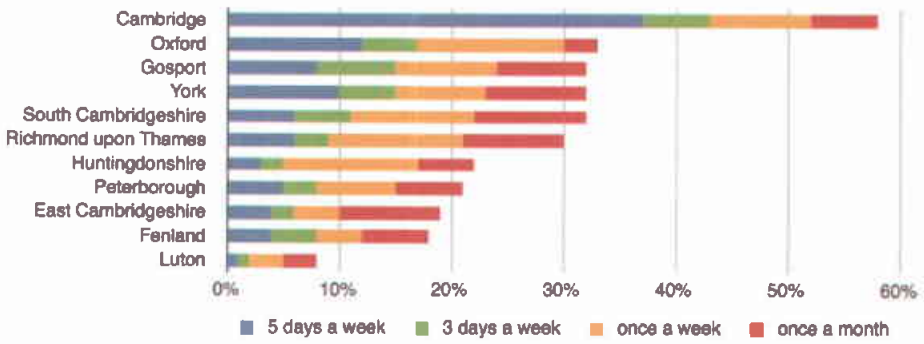
www.camcycle.org.uk

Updated 15th March 2010

Fifty-eight per cent

A recent publication from the Department for Transport, 'Local area walking and cycling in England, 2010/11', is interesting reading. The local newspapers picked up on some of the numbers, but the detail is really fascinating. http://tinyurl.com/fiftyeight

For example, look at the graph on the right that shows the percentage of people in various locations who cycle at least five times a week (blue), three times a week (green), once a week (yellow), and once a month (red).



Percentage of people cycling by frequency.

The number of people who cycle in Cambridge almost every day would fill Cambridge United's football stadium more than four times over

As you can see, 58% of people in Cambridge cycle at least once a month. Consider that there are approximately 123,900 people living in Cambridge. That means that over 71,800 people cycle every month in Cambridge.

Even more dramatic is that, according to these statistics, 37% of people in Cambridge cycle at least five times a week: probably commuting a few days a week, popping to the shops, visiting the cinema, or going over to friends. Just think how many people cycle in Cambridge almost every day: over 45,800 people. That would fill the football stadium on Newmarket Road more than four times over. Although parking all those bikes might be a problem...

Oxford, the closest city in terms of raw numbers, has only 12% of people cycling five times a week.

Interestingly, three other areas have the same 32% of people cycling at least once a month: Gosport (near Portsmouth), York, and South Cambridgeshire. South Cambridgeshire is a mostly rural area surrounding Cambridge. York is a university city with four times the density of people, yet it has roughly the same proportion of people cycling.

Compare all these figures with those for Luton. Just 8% of Lutonians cycle once a month and less than 2% cycle regularly.

I think we should remind people that lots of people do cycle in Cambridge and also in South Cambridgeshire. Perhaps it would just be easier to say that the majority of people in Cambridge use a bicycle.

Robin Heydon

Cycling team enlarged

As part of the restructuring of the Office of Economy, Transport and Environment at Cambridgeshire County Council, the team responsible for cycling is to be enlarged. The Cycling Projects Team sits within the Major Infrastructure Delivery Team headed by Bob Menzies.

Mike Davies has been appointed 'Team Leader – Cycling Projects' and he will be supported by a Project Manager and Patrick Joyce who remains as County Cycling Officer. New posts within the team include a Cycling Promotions Officer, a Project Officer and an Engineering Technician. There are also two Sustrans Bike It Officers: John Stanley covering Ely and Cambridge, and Stuart Duncan covering St Neots, Huntingdon and St Ives. Clare Rankin from Cambridge City Council is seconded for 12 hours a week to work as a Project Officer on the 'Bike Friendly Cities' European project.

The new team is responsible for all matters relating to cycling county-wide including the identification, development and delivery of cycling schemes and initiatives. Current funding streams include Local Sustainable Transport Fund, Bike Friendly Cities, Section 106, Ashden Awards prize money and Local Transport Plan funds directed towards market towns. In addition, a bid is currently being compiled for the Department for Transport's Cycle Safety Fund to improve or allow cyclists to avoid the most dangerous junctions. The team is also responsible for Bikeability. This is being offered free to Year 6 children across the County, and is being delivered by Outspoken.

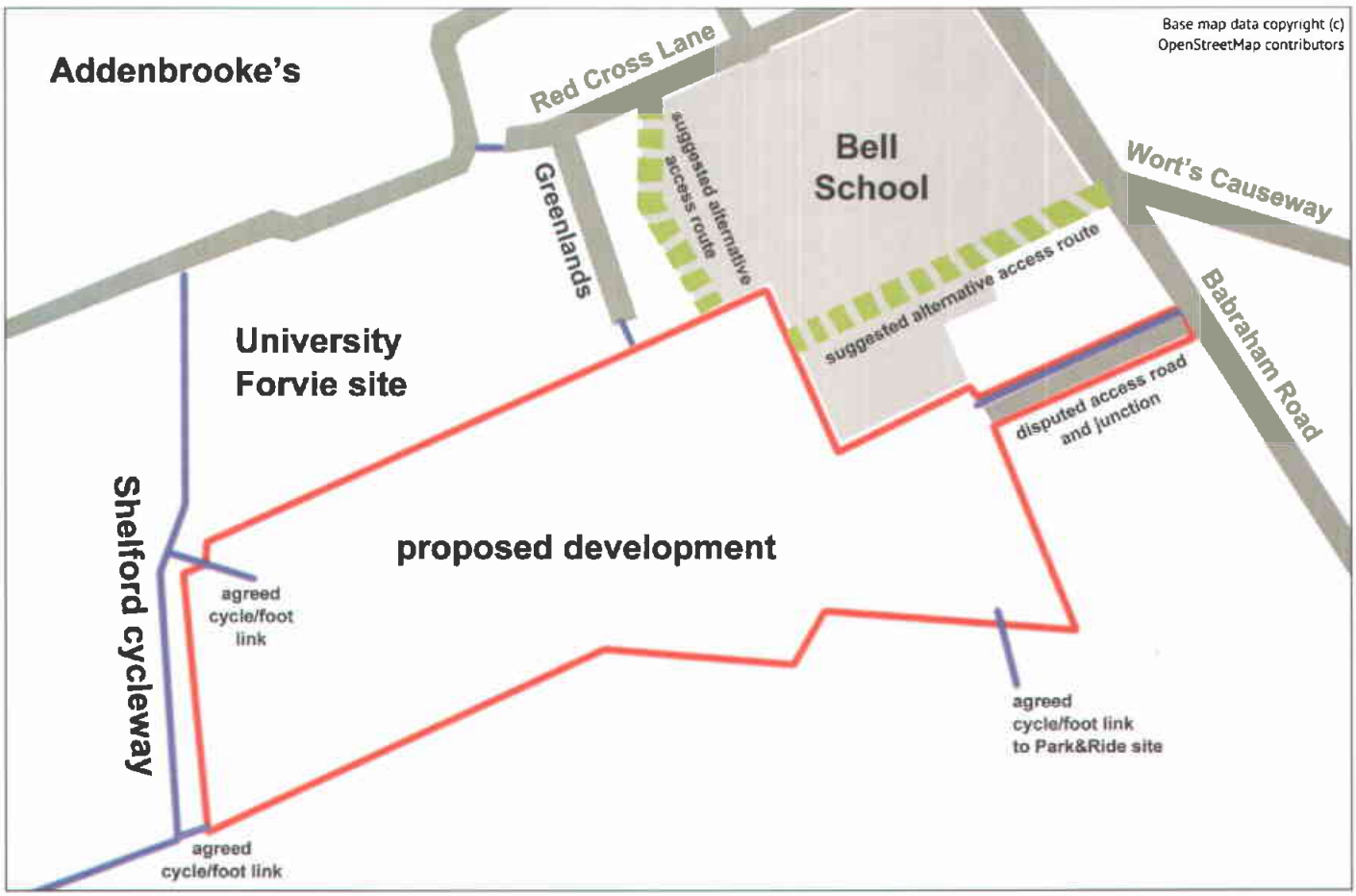
The team will continue to engage closely with cycling groups and other local stakeholders, to encourage more people cycling, more safely, more often, across Cambridgeshire.

Jim Chisholm

Also in this issue:

Bell School, culture and development	**4**
Dangerous beasts: a U3A presentation	**5**
Cycling helmets	**5**
Cambridge Local Plan	**6**
Anti-social driving	**7**
CARGO BIKES	
European Cycle Logistics Federation	8
The Yuba Mundo cargo bike	9
Everyday use in Copenhagen K	10
Station double-decker cycle racks	**12**
LIGHTING UP FOR WINTER	
Lights Instead of Tickets initiative	14
Choosing cycle lights	15
Cycle shop discounts	15
Lighting cycle paths sensitively	16
Countryside walks and rides	**17**
Diary	**18**
Annual General Meeting 2012	**19**
Dated advertising on Hills Road	**20**
Coe Fen cattle grids	**20**

The Bell School, culture and development



Map of the area around the proposed development, showing pedestrian/cycle links in blue.

English language teaching is an industry in Cambridge. Foreign students come to Cambridge all year round, and they pay quite dearly for the privilege. The Bell School was founded in 1955, when Frank Bell's 'love of languages and his passion for education established his lifelong commitment to international understanding'.

Language teachers like Bell have long argued that language and culture are to be learned and taught together. It is not about linguistics, it is about cultural understanding. Sadly, the Bell Educational Trust seems to have lost the vision of its founder. Their architects and lawyers know little about cultural understanding, and probably only read the bottom line. Inappropriate advice can lead to serious difficulties, and some egg has found its way onto some faces in the meantime.

Bell is planning to develop its site next to Addenbrooke's. The plan includes 364 homes, 40% of which will be affordable, which will house approximately 1,000 people, and accommodation for 100 Bell students. Planning applications have been refused more than once because, among other reasons, the plans do not offer the kind of quality cycle/foot access that the Local Plan demands. They propose a shared-use path, which is far too narrow, on one side of the access road. There is not enough room for a pavement on the opposite side.

> The Bell proposal does not add up to what a city with more than 50% of the population cycling deserves

Other routes across the site are planned as unsegregated, too narrow and requiring awkward diversions for some users. Bell do not want to consider the alternative of an access road opposite Wort's Causeway. Intersections are designed poorly, pedestrians and cyclists are to share one single pavement, the proposal just does not add up to what a city with more than 50% of the population cycling deserves.

Such a development might be appropriate in Grand Junction City (the largest city in western Colorado) or Detroit. Mr Bell himself would have understood that without doubt. His 'vision to promote intercultural understanding through language education' would have been aware that our local transport culture is very different from that of Grand Junction City. All those bikes make Cambridge attractive, they give Cambridge charm, and every local language school profits from this.

On the Bell website, we read about Maria Vittoria, 19, from Italy, who is pictured on a bike and says: 'Everyone cycles in Cambridge, so I bought a bicycle too; it takes me five minutes to get to Bell and I also cycle to the city centre and my friend's house'.

Little wonder that Cambridge expects the Bell Educational Trust to engage with local culture, and contribute to supporting what makes Cambridge special and sweet, and so superior to Grand Junction City.

Local councillors have again rejected the application. Now it is time for the Bell Educational Trust to reflect, to talk to its advisors, and come forward with a plan that takes sustainable transport much more seriously. More information about the application and the Campaign's objections is available at www.camcycle.org.uk

Michael Cahn

Dangerous beasts

Cycling is easy. Cycling is dangerous. These two commonplaces mark the area where bicycle advocacy works, especially when it tries to reach the half of Cambridge's population of which does not yet use a bicycle once a week. Hesitant or beginning cyclists perceive the street as a place of uncontrollable danger. Cars are intimidating, they pose a threat that leads otherwise rational and reasonable people to shiver with fear. For many, cycling in traffic is dominated by a pervasive sense of lack of control and power. The shop sells a bike and but may fail to adjust it properly. The streets may have bike lanes but cars park on them. Children will be offered some Bikeability training through the schools, but nobody reaches out to those who want to try out two wheels later in life.

Beth Morgan, who runs the Cycling Club for the University of the Third Age (U3A), wanted to change this. She organised a presentation to disprove these commonplaces: she wanted to show that cycling is NOT easy and that cycling is NOT dangerous. The event took place in August and attracted a small group of a dozen club members. Michael Cahn (League Cycling Instructor) tried to show that the widespread fear of traffic can lead to many intimidating encounters on the street, and he encouraged a sense that the cyclist is part of traffic, engages with traffic, takes his or her place in traffic, and interacts with other drivers in a competent, confident and predictable manner. On the street, communication is key. Traffic, that wild and terrible beast which roams our streets to attack at any moment, is actually easily tamed with a few tricks which require a little mental adjustment, and good control of your bike, especially when signalling and checking for traffic behind. The danger of 'dooring' which awaits those who ride too close to parked cars, the multiple dangers faced by those who take refuge on the pavement, the importance of lights and a well-maintained and adjusted bike were presented. The event concluded with a 'cycle-by' where the instructor showed off his skill of looking behind while cycling forward. Yes, if the driver behind honks his horn, you can be safe in the knowledge that he has seen you. He will not hurt you. He may be impatient, but that is his problem. Yes, smile at him, but there is no need to accept his suggestion that you take up a position on the road which is unsafe for yourself.

As long as cars and bicycles share the road, educating cyclists on how to control the traffic around them is an urgent requirement. The fearful cyclist who rides his or her bike in an imaginary jungle of wild traffic beasts is actually increasing his or her chances of a collision. The educated cyclist who knows their bike and knows how to communicate with people in cars has a safer and more pleasant experience on the road. Bicycle education is the software which will make our city a better place to cycle. But where is the funding for the extensive education programme that this city of learning urgently requires?

The U3A Cycling Club organises rides for members throughout the year: more details from cyclingu3ac@gmail.com.

Michael Cahn

The choice to wear helmets – or not

Spokes, the cycling campaign for Edinburgh, recently produced a leaflet in support of its decision not to publicise events where helmets are compulsory. They have also decided they will only circulate flyers and give website links for events where adverts, photos, etc. are not helmet-dominated.

On one side of the leaflet it says 'SAFETY WARNING! A cycle helmet may make you *feel* safer. A cycle helmet may make you *look* safer. But it may not make you *be* safer. Whether or not to use a helmet should be *your informed choice*, and you should be given easy access to the main facts and arguments on both sides.' On the reverse it summarises some of the arguments why wearing a helmet should be a matter of choice and should not be compulsory.

Key arguments are that making helmets compulsory would put people off cycling, whereas increasing the numbers of people cycling is good for public health. Helmet use may result in people taking undue risks because they perceive their helmet will protect them and there is research evidence showing that motorists give helmeted cyclists less space when overtaking. Also, many helmets are not designed to prevent injury in accidents at speed or involving motor vehicles. The flyer is available on their website at www.spokes.org.uk/wordpress/wp-content/uploads/2012/06/helmets-flyer_v5.pdf and includes links to further information regarding the efficacy or otherwise of cycle helmets.

Cambridge Cycling Campaign is considering whether it should say it does not promote events for the general public that require or imply the mandatory wearing of cycle helmets.

What do you think? This issue will be discussed at the AGM on Tuesday 6 November.

Monica Frisch

Recent helmet lab tests

Cyclists who wear a helmet or who are thinking of wearing a helmet may be interested in a recent lab test of helmets carried out for the Consumers Association's *Which?* magazine and published in their August 2012 edition (pages 25-27). They say the safety of helmets is very variable. In their tests they applied more rigorous standards (particularly for 'kerb-strike') than those used in the official European Standard (EN1078).

For adults the Specialized Align (£30) and the Specialized Echelon (£50) came out best. The worst was the Met Camaleonte Executive (£50) which is so bad that *Which?* says it is unfit for purpose and should be recalled. For children the best were the Specialised Flash (£30) and the Giro Flume (£40). The two worst were the Cratoni C-Air (£20) and the B'Twin Kiddy One (£8) both of which failed the *Which?* kerb-strike tests. *Which?* says don't buy them.

If you are thinking of buying a helmet do read the report. *Which?* magazine is widely available in public libraries.

James Woodburn

Cambridge Local Plan: the rulebook for every new development for years to come

A cycle path in Assen, Netherlands, showing the type of Dutch-standard cycling provision which should be included in the plans for new developments in Cambridge.

A Local Plan is the key document created and used by a planning authority (in our case, Cambridge City Council, and South Cambs District Council) when determining whether a planning application should be permitted. Every housing estate, large or small, every new bit of commercial or public service building, every new driveway or small set of flats, is subject to these rules.

The Local Plan provides a clear framework of rules with which applications can be shown to have complied or not complied. Developments that do not comply can be rejected. At this point the developer can either modify the application to address the objections, which is what usually happens, or, less frequently because of the cost, appeal against it. Here the reasoning for that rejection is tested vigorously by a government Planning Inspector. A robust Local Plan thus prevents unsatisfactory developments proceeding.

Cambridge should be aiming for 40% of trips by cycle to avoid congestion

We have taken a keen interest in the Local Plan over the last decade. It has been a crucial safeguard against developments which fail badly to take account of the need for good cycle provision. Without this, new developments that fail to provide proper cycle parking or cycle-friendly routes and access will mean that new residents are less likely to join Cambridge's cycling culture. The effect would be a decrease over time in levels of cycling and therefore increased congestion.

National planning policy is rapidly being updated. The government has supposedly slimmed down over a thousand pages of national guidance to fifty or so, and introduced the presumption in favour of developments that are 'sustainable' (such a term being highly subjective). But the planning system has effectively always had such an assumption in favour of development unless there are clear problems, though this new policy evidently does shift the balance even further in favour of developers.

The national guidance also says that local authorities must have up-to-date Local Plans, and that if this not done, developments will be considered against national policy only, without the presence of a local perspective. Because of this, and because of existing flaws in a city with massive development taking place, the need for revision of the Local Plan is urgent, and the city and South Cambs are indeed getting on with it.

Cambridge's Local Plan was last revised in 2006. We took part in the consultation at the time, and achieved some improvements though some flaws, which developers have subsequently exploited, remained, as we pointed out at the time.

The Local Plan is now being revised again. Several stages are involved. We have attended consultation meetings, had a briefing with officials to explain our views (as did other organisations which responded), and have taken part in the first major consultation stage, on the 'Issues and Options Report'. This enumerates and discusses the issues on which the city council wants feedback, and provides a basis for further work which will continue into 2013.

We have submitted our response. You can view this on our website, at www.camcycle.org.uk/campaigning/issues/localplan/

By way of a summary, the key points that we make in our submission are:

1) Cambridge should be aiming for 40% of trips by cycle. The level of housing growth in and around the city is such that any other policy will lead to even further levels of congestion. (See Representation 14949 and others nearby.)

2) New developments must be planned to Dutch standards of provision for cycling and walking. The Local Plan should adopt this as a major new policy. (See Representation 14949 and others nearby.)

3) Dutch-quality infrastructure, that we argue for, can be defined as follows:

   i) A network of properly segregated cycleways that are more convenient than the road, with space properly allocated to enable this. These are not shared with pedestrians; retain priority at junctions (so they are safe and quick); are wide (2-3m wide, usually on both sides of the road); are continuous (i.e. fully joined-up) and are properly surfaced with proper foundations. Major roundabouts should have tight geometries and a separate cycle ring.

   ii) For minor, residential streets: a 20mph speed limit, avoiding long uninterrupted stretches, a home-zone feeling.

   iii) Good quality, secure cycle parking – which is above all convenient – is also provided in residential areas and at all destination points.

   In other words, the kind of infrastructure that actively encourages new people to cycle rather than use the car, and which existing confident cyclists would not hesitate to use. *View photos of Dutch-quality infrastructure at www.cyclestreets.net/galleries/212/*

4) Improvements to the Cycle Parking Standards, to improve their enforcement and to fix various problems. (See Representation 15027 and others nearby.)

5) **The need to safeguard land for the Chisholm Trail against development.**
6) **Various comments on area-specific issues.**
7) **Various other points.**

The saga of the Bell School development, where councillors have thrown out a clearly deficient access route to a 364-dwelling development but are having to battle a government inspector's ruling that a 2.5m shared-use pavement is adequate cycle provision (which in Cambridge is clearly ridiculous), or the nonsense of Tesco/ Sainsbury's arguing that parking a lorry where it obstructs Mill Road for 40 minutes at a time is acceptable, shows the need for a robust Local Plan that gives true priority to cycling, rather than just the mere lip-service so often displayed in the decision-making processes of the city and county councils. Dedicated Cycling Officers in the planning department are needed to ensure real priority for provision for cycling.

We will continue to engage in this process, and are also working on our response to the equivalent South Cambs consultation.

Thanks in particular to Bev Nicolson for going through the massive consultation document so effectively. She was crucial in leading our subgroup to come up with its final response.

Martin Lucas-Smith

The Bell school saga, where a government inspector ruled that a 2.5m shared-use pavement is adequate cycle provision for the major access to a 364-dwelling development, shows the clear need for stronger, local rules

Anti-social driving

The Campaign has just responded to a government consultation on *'Changes to the treatment of penalties for careless driving and other motoring offences'.*

Clearly both anti-social cycling and anti-social driving need to be tackled, and we have both worked with and supported the police over the current LIT (Lights Instead of Tickets) campaign (see page 14). However, the damage caused to innocent parties, and the fact that many are deterred from cycling and even walking by the speed and volume of traffic, mean that tackling anti-social driving should be a more serious issue warranting more police time.

57% of people convicted of careless or inconsiderate driving said that was how they normally drove

So is the culture changing and what is proposed?

On a positive note, recent surveys show far more drivers obey speed limits: 'The percentage exceeding the limit by more than 5 mph ... has declined ... from 32% in 2001 to 16% in 2010'.
(See www.pacts.org.uk/research.php?id=82)

But of more concern is that 57% of people convicted of careless or inconsiderate driving said that was how they normally drove, and that until 'speeding' was removed from the National Crime Survey, it always topped the list of 'anti-social behaviour'.

The key proposal is that the police should have the power to issue fixed-penalty tickets (probably a £90 fine and 3 points) for clear infringements amounting to careless or inconsiderate driving that they observe. It is not considered that this should be used following a crash, as such cases should go to court.

As an alternative to a fine and points, drivers may be able to opt, at their own expense, to attend a course run under the National Driver Offending Retraining Scheme.

It is worth noting the type of offence covered. In general this is when driving

> *'falls below what is expected of a competent and careful driver and driving without reasonable consideration for other persons only if those persons are inconvenienced by his driving.'*

For the Crown Prosecution Service guidelines see: www.cps.gov.uk/publications/prosecution/pbd_policy.html

We strongly support such changes, but to be effective they must be used. As we all know, police time is in short supply and very valuable. The time spent in dealing with road crashes is immense, not to mention the costs to society. Simple observation of issues such as tailgating, and manoeuvres without signalling, could quickly pick up careless and inconsiderate drivers before they have a crash and possibly injure or kill some innocent party.

Of more relevance to those who cycle is the failure of drivers to give adequate space around cycles. One of the listed criteria for 'without due care' is 'driving inappropriately close to another vehicle'. Perhaps if police officers rode bikes within Cambridge they would observe this issue first hand, and be able to issue tickets, before a crash occurred.

Some groups are concerned that those driving 'dangerously' will simply get tickets for 'without due care and attention'. This distinction should be clear to police officers. Driving is considered dangerous if it is clearly deliberate, rather than erroneous, or if there are additional circumstances which lead to an error, such as drink, drugs, excessive tiredness, inappropriate speed, or mobile phone use. When a crash occurs, it is not the seriousness of the consequences, but the seriousness of the actions, that differentiates between 'without due care' and 'dangerous'.

These changes are not perfect, but until 'proportional liability' is introduced measures such as this, if rigorously introduced, could improve driving standards, and make life more pleasant for those both on foot and on bicycles.

For an explanation of proportional liability see 'Should motorists be liable for their cars' "operating risk"?' in *Newsletter 87.*

You can view our formal response to this consultation on our website at www.camcycle.org.uk

Jim Chisholm

European Cycle Logistics Federation meets in Cambridge

Over 30 cycle delivery companies from across Europe met in Cambridge in July at an event hosted by Outspoken Delivery.

Cycle delivery companies from across Europe gathered in July to form a European cycle logistics lobby. Cambridge played host to the inaugural meeting of the European Cycle Logistics Federation, attracting over 60 people from 30 cycling groups across Europe. The weekend event marked a new emphasis on the rôle cargo bikes can play in urban centres.

The new federation was formed in the wake of the EU-funded Cycle Logistics project (see *Newsletter 97*), which gathers key players in the field to promote cycle-based delivery solutions. According to research undertaken by the project, 50% of all light goods, and 25% of all goods, could be moved by cycle. Similar studies in Breda (Netherlands) have found that of the 1,900 trucks that go in every day, less than 10% of the cargo being delivered requires a truck and 40% of deliveries involve just one small box.

Outspoken Delivery, one of the lead partners in the project, hosted the event at Chesterton Bowls Club. Alongside cycle-based logistics companies, there were academics as well as representatives from CTC, the European Cyclists Federation and the Chartered Institute of Logistics and Transport. The newly-formed federation discussed ways to improve urban delivery and will act as a lobby group to promote cycle-based delivery solutions. The idea is that as a structured organisation we will be in a much stronger position to influence and convince stakeholders that freight bikes are a feasible option for delivering cargo in congested inner city areas. More cargo bikes delivering goods means fewer trucks in city centres and safer, more liveable streets for everyone. Participants at the event shared knowledge and experience on how cargo bicycles can reshape urban logistics. Speakers were adamant that cargo bike solutions are effective and can shift large volumes of goods.

'I started three years ago, knowing nothing', explained Matthew Linnecar, CEO at the London-based delivery company GNEWT, which uses cargo bicycles for last-mile delivery. 'Today we're moving 3,000 consignments per day for just one of our clients in London. We very rarely fail a delivery. We're on time 99.99% of the time. We're profitable, we're successful. It's going the right way.'

The event also won interest from a wider audience. Cambridge Cycling Campaign's Co-ordinator was on hand to provide the bicycle-shaped pins and discuss general issues on cycling in Cambridge. As Dr Rachel Aldred (see www.camcycle.org.uk/newsletters/100/article16.html), who directs the University of East London's Sustainable Mobilities Research Group, said: 'It's fascinating to be here in the early days of a new logistics paradigm. I see a knowledge community taking shape, defining and addressing shared challenges.'

Cambridge MP Julian Huppert said: 'Our city, which has the highest number of cyclists riding to and from work and school in the UK and a highly successful bike courier company, is a fitting place for such an event. Any changes that we can put in place to allow freight to be carried by bike have to be worthwhile. This idea has the potential to take vehicles off our roads, easing congestion and cutting carbon emissions. As a keen cyclist, it was very exciting to hear more about such great work.'

From our own perspective, Outspoken's business continues to grow and we've been successful in encouraging national freight operators such as TNT and APC Overnight to use us for Last Mile Logistics. We're also delivering 18,000 *Explorer* magazines throughout the city in just two days every month on our new Cycle Maximus trikes – a real challenge, but evidently it works. Explorer uses us because we're more reliable and less expensive than a van but most importantly because our couriers love their job and offer a really positive image for their end product.

The Cycle Logistics Federation plans to meet on a regular basis to discuss how to get even more goods out of trucks and onto bicycles.

Rob King, Outspoken Delivery

The Yuba Mundo cargo bike

The Yuba Mundo can carry 200kg using the carrier area (for cargo or children) and huge panniers which clip on the side.

Three or four years ago when the Post Office decided to put up the annual fee for collecting my post daily from £150 to £500, I decided to look into getting a cargo bike and take the post to the local post office myself. I'm a bookseller, and books are heavy and bulky, so my ordinary Dutch bike was not an option for transport.

After some research I found the Yuba Mundo, and managed to buy a demonstration model from Bikefix in London for my £500. The new price is now around £950. It is rated to take a load of 200kg. I have fixed plastic boxes on the carrier, but you can get child seats (two, one behind the other) which fit on it. There are also huge panniers which clip on the side. I only bought one, which unbalances the stationary bike when it is full. However, if I had two it might be difficult to get through some of the pinch points on some Cambridge cycle paths.

The bike is long, but easy to ride on its very fat tyres. (It was originally designed for the rough roads of Africa, though I doubt many Africans can afford it.) Mine has six gears, which is quite enough, but the current version has 21. There's an electric version too, at a price. Practical Cycles (www.practicalcycles.com) sell it in England. I'd also look at Yuba's own website (http://yuba ride.com) and at the many YouTube clips showing the amazing cargoes people have got on to them.

I have given up taking the car to the supermarket – the Yuba holds a decent-sized shop, and it has proved perfect for the post office run. It is a bike I'd recommend, and I'll gladly show mine to anyone wondering about getting one.

Philip Lund, iplund@gmail.com

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'Generation Backseat'

Many Copenhageners use cargo bikes in the same way that British families use cars. The idealised picture is maybe that of a parent singing and pedalling on a Christiania bike with the children in the carrier box singing along. It contrasts with what some educators call 'Generation Backseat', describing a generation of children who are often overweight and lack independence, as they are carried from home to school to afterschool activities in the rear seat of a car, while being entertained by electronic gadgets which also shelter them from the world around them. Of course, plugging the offspring into a gadget while travelling is a possibility on a cargo bike, too.

Photos taken during this year's study tour to Copenhagen in May. Cambridge Cycling Campaign's next study tour will be to Oldenburg and is planned for Saturday 25 – Tuesday 28 May 2013. Campaign members, councillors, officers and the wider public are very welcome to join this informative bank holiday weekend in northern Germany. While Oldenburg has many geographic and demographic similarities to Cambridge, the much larger number of elderly cyclists stands out. This leads to a proliferation of low step-through (or wave-frame) bicycles, on which I hope to be able to report more next year.

Klaas Brümann

Cargo bike parking trial

Cargo bikes are expensive and an attractive prey for thieves. Copenhagen is trialling car-shape cargo bike shelters, where a shelter for four cargo bikes takes up the parking space of one (large) car. Local residents will be offered the lockable spaces for rent. These cargo bike shelters may also become part of the gradual onstreet parking removal scheme.

In Copenhagen K

17%

Cargo bike capital

During the study tour to Copenhagen people from Copenhagenize told us that in 'København K' (Copenhagn's Central District) only 21% of households own a car, and 17% own a cargo bike. This must certainly be the highest concentration of cargo bikes anywhere in the world. Cargo bikes are used to transport cargo, but mostly they help carry around children.

Family bikes

Part of the cargo bike's popularity in Copenhagen is certainly due to a high population density, lack of parking spaces in the centre and the high cost of cars owing to a 180% registration tax and 25% VAT. Another aspect may be that Copenhagen is a large capital city where many parents want to carry their children in safety, rather than letting them cycle on their own.

Postal tricycles

Britain's Royal Mail has decided to phase out deliveries by bike, replacing their sturdy British- built Pashleys with Vauxhall Combo vans made at a GM plant in Spain. The Danish Post uses bicycles for urban deliveries and in Copenhagen we saw large, electrically assisted tricycles, where the front lid for the cargo area folds down as a ramp, allowing trolleys to be wheeled on and off. The tricycles don't need to be balanced, facilitating the stop and go that postal delivery demands. Helped by the electric assistance, postmen and women can deliver large amounts of post uphill, with tricycles still small enough to travel on most cycleways.

# of households own a cargo bike

Hen party on a cargo bike

As almost everybody rides bikes in Copenhagen, people do all sorts of trips on bikes. During the Copenhagen study-tour we came across a hen party, with a Champagne-sipping hen on a cargo bike. While I don't know anything about Danish 'drink-riding' laws, a tricycle should help to keep riders upright.

Heavy Goods

Precious cargo on a bike: Cambridge Cycling Campaign's Press Officer on the Copenhagen Study Tour, making the point that bikes can carry heavy goods.

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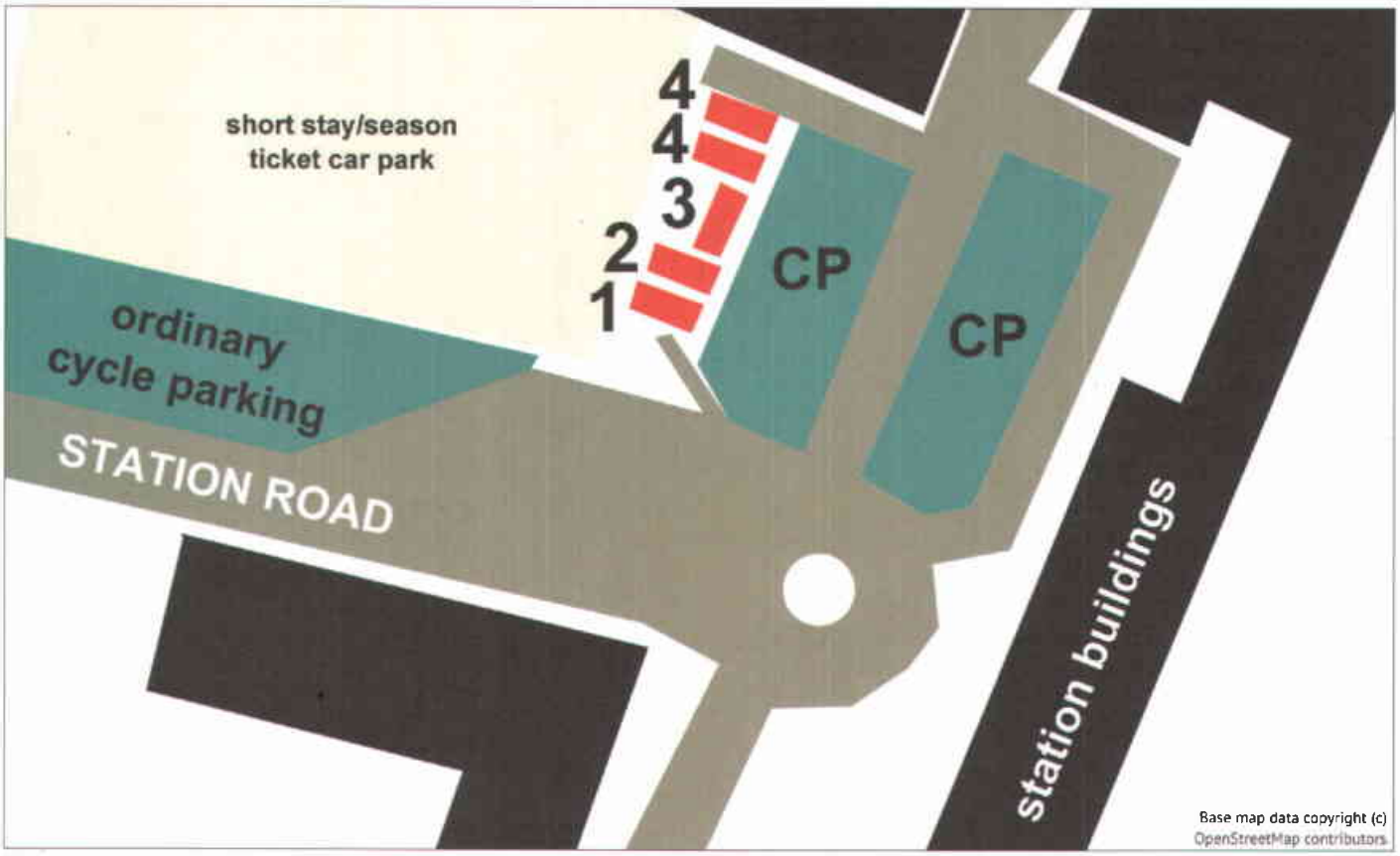
Station double-decker cycle racks



The locations of the four types of double-decker cycle rack being trialled at the station are shown in red.

Plans for the 3,000-space cycle park at the station, to resolve the intolerable situation there, are nearing submission. As part of our discussions with the developers and the county council, we pressed for a trial of double-decker cycle parking – a form of provision likely to feature heavily in the cycle park – at the station in good time. The double-decker racks have appeared at the station in recent months, and there are four types on trial. Inevitably, they are all being used very heavily because of the massive under-provision here at present. Because of this, we also pressed for a 'come and try' day, something which took place in August.

We remain strongly in favour of Sheffield stands as the most convenient and best way to provide cycle parking. But in a building set to hold 3,000 cycles, there would be a lot of walking required with the lower density they provide, and so we consider that double-decker racks would be acceptable, as long as there are also a good number of Sheffield stands.

The trial, and our own observations, seem to indicate that double-decker racks, now used at other stations around London, and very common in the Netherlands, are accepted by many cyclists, though a sizeable minority are unable to use them and would need to use the Sheffield stands. However, unoccupied Sheffields may be difficult to find so there is a strong case for selecting the type of double-decker rack that is usable by the widest possible range of people including children and the elderly.

The county council decided to trial these four types based on visits to other locations in the region and London to view double-height racks. Judging from our five hours of observations on the 'come and try' day, there seems to be reasonable consensus that block 1 and block 4 were the best two types of rack.

Block 1 (nearest Station Road), from Bellsure (Orion) – with/without a gas piston

These were clearly liked by many users. The action is very free, meaning that sliding out the lever is easy. These have a bar along the side enabling the frame to be locked easily, and providing additional support. The bar even includes a Velcro strip to prevent damage to the bike's tubing. The only downside to these racks seems to be that the top lever, when pulled out, ends up very high, so that some users with less strength were unable to use it. The version without the piston was preferred – the piston version is quite stiff and seemed unnecessary since the main lever slid along easily, even with a bike present. Access to the lower row was adequate, but for both rows pedals were occasionally fouled by bikes with panniers, though this is likely to be a problem with all types of rack.

Block 2, from Broxap

There were mixed views about these bright yellow racks. Many people commented that they appeared over-engineered, with a very heavy action that meant it was harder to pull out than the other racks. One user pulled the lever so that it came out at an angle to one side, which clearly should not be possible. People found the lower row easy to access, perhaps more so than the other designs. However, this design seemed to require the ground to be re-concreted. The handle on the lever was also large, meaning an increased chance of banging one's head, but the reason for this seems to be to enable a 'staging point' for the lifting of the bike, a clever idea.

Block 3, from Haldo

This was the least favoured and one we cannot support, because there is nothing to lock the frame of the bike to, making it insecure. Although the manufacturer could presumably remedy this, it is disappointing that such an obvious flaw (at least in the UK, where theft is a big problem) remains in a released product. The rack also looks to be a more basic design, with one user commenting that it reminded them of the wheeling channel of old bike sheds at school. In addition, the angle of the pull-out lever is steep which prevented some users from getting their bikes up.

Block 4 (nearest CityRoomz), from Falco – with/without a gas piston

This, along with block 1, was the other favoured design, and is used in other stations so is an established product. However, users were unanimous in preferring the piston version, as the lever is otherwise a little heavy to pull down. The endpoint of the wheeling channel has a gap in it, to help stop the bikes rolling back, but the downside of this is that bikes need an extra lift to get them in, which needs a little practice, though this is not a show-stopper. The lower racks were hard to use as they had been misinstalled. A representative of the manufacturer was present, something that clearly demonstrates their interest in the new cycle park. In general, these racks were liked, and they have an additional advantage in that a back-to-back double version is available, releasing another metre of space and allowing more racks to be packed into the same space.

Summary

Racks 1 (Bellsure) and 4 (Falco) were clearly preferred, though some users found that rack 1 required more lifting than they could manage.

Where double-decker cycle parking is used it is vital that the racks are of the type where both upper and lower decks are accessible to the widest possible range of cyclists including children and the elderly. It could be argued that both decks of the piston-aided Falco would be usable by a greater range of cyclists than any of the others. But as some people preferred type 1 to type 4, in our view the cycle park needs a mix of these rack types, while ensuring there are also plenty of Sheffield stands.

We hope to report on the new station cycle park soon and the developer has agreed to give a presentation on the plans to a monthly meeting soon.

Martin Lucas-Smith

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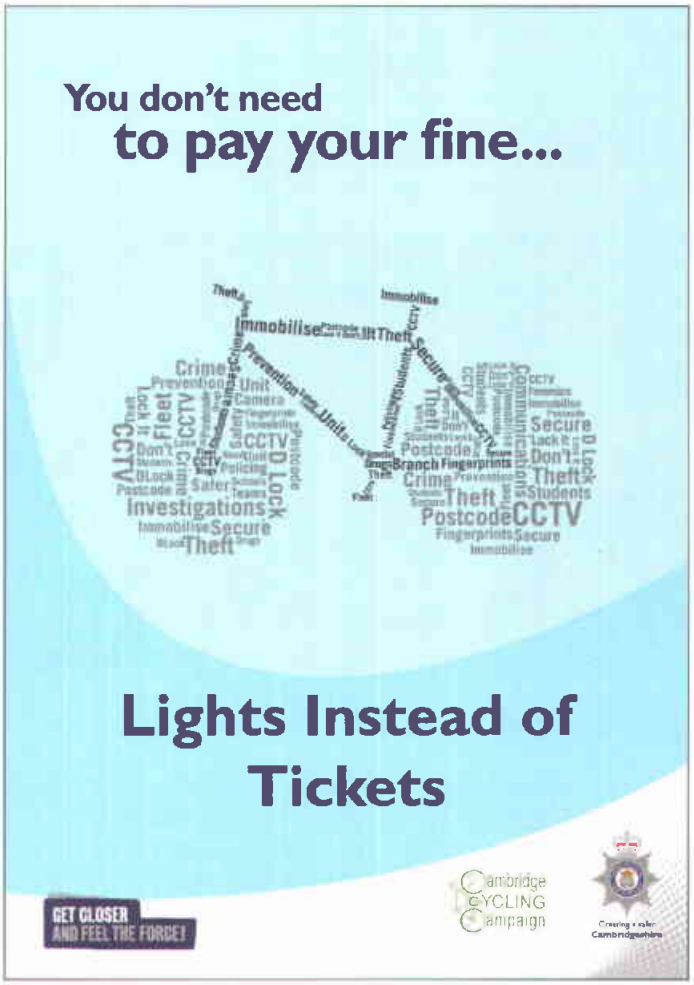
Are you LIT up?
Police launch Lights Instead of Tickets initiative

The problem of the minority of cyclists who travel without lights is one that needs tackling in Cambridge, just as the range of irresponsible and dangerous driving is also an issue which threatens cordial and safe road behaviour. The police have launched a new initiative to deal with the cycle lighting problem. Named LIT – Lights Instead of Tickets – it aims to create a low-bureaucracy means for the police to enforce the problem on a routine basis rather than the few-days-only-in-October exercise. The idea is to ticket people without cycle lights on the same basis as the existing Vehicle Defect Rectification Scheme. Someone caught without lights is given a ticket, but if they can prove that they have resolved the problem within 30 days, the ticket is not processed. A police officer would be able to issue a ticket and require a cyclist to come to the police station with a valid receipt for cycle lights dated either before or after the offence. The receipt would be stamped, and the ticket destroyed.

Cambridge Cycling Campaign is very pleased to support the LIT campaign. We met with the police during the planning of the scheme and suggested improvements, and we are glad it is now being launched. We think it is a good idea that has much potential because of its simplicity and lack of paperwork, meaning that levels of enforcement against cycling without lights can increase.

The benefits of this scheme are:

1) The cyclist actually resolves the problem, i.e. ends up with lights, and thus the scheme has a more educational effect.
2) It is fair, in that the same principle is applied to both cyclists and motorists.
3) It is much less bureaucratic – when the ticket is destroyed it becomes as if it had never been issued.
4) Many more tickets can thus be issued, and it becomes a routine enforcement activity rather than a week-only operation which is devalued because people know they probably won't be caught at other times of the year.
5) There is a financial incentive for cyclists to get lights, because a £15 set of lights is less than a £30 ticket.
6) Police officers generally tend to be reluctant to give out tickets of any kind, as any kind of ticketing/arrest is not a nice thing to do. Under VDRS, officers are less disinclined.
7) Officers would still have the discretion to issue a full normal ticket in cases when it is clearly appropriate.
8) It gets the public on-side – unlike the idea of cyclists getting free lights when they break the law as was tried last year (and which requires ongoing public funding, so is not sustainable).
9) It makes it 100% clear that the police are not making any money by issuing tickets.
10) Enforcement will be more geographically widespread, i.e. in outer areas of the city also, where streets are darker, rather than the 'easy pickings' of the relatively well-lit town centre outside Sainsbury's.



Information leaflet about the new Lights Instead of Tickets scheme.

A cyclist caught without lights is given a ticket, but if they can prove that they have resolved the problem within 30 days, the ticket is not processed. The cyclist is required to go to the police station with a valid receipt. The receipt is stamped and the ticket destroyed

Of course we remain of the view that the police should be doing much more on road traffic policing generally, with the most serious offences, e.g. aggressive driving, speeding, dangerous blocking of cycle lanes, and so on, receiving more attention. We continue to argue that the balance between policing of different types of offence should reflect the danger to others. Nonetheless, cycling without lights is clearly dangerous, and undermines support for cycling generally and is something that needs to be tackled.

Martin Lucas-Smith

Choosing bike lights

As the nights draw in – the clocks go back on 28 October, when sunset will be at 4.36pm – cyclists need to ensure they have adequate bike lights. Lights are a legal requirement – see our cycle lighting poster for the details (on the website at www.camcycle.org.uk/resources/lights/ and enclosed with print copies of this newsletter). Phil Lee's article in *Newsletter 92* provides lots of detail about the legislation and about different sorts of bike light. Like all our Newsletters, this is available on our website.

Why do you need your lights?

You want to meet the legal requirements and you want, we hope, to set a good example, so that cyclists are not tarred with the 'all lawbreakers; cannot even be bothered to use lights' brush. But there are differences between lights to enable you to be seen and those to light your way.

If the main purpose is to be seen they do not need to be particularly powerful. Ones that scatter the light may be better than a narrow focused beam. A flashing light may be more noticeable but may also be distracting and make it harder to judge distance. Light-coloured clothing and extra reflectors add to your visibility, but are no substitute for proper lights.

If you are cycling on unlit roads and cycle tracks you need a front light that enables you to see. You want to be able to see your route, and you want to be able to see obstructions and hazards. The light has to illuminate your route so you need quite a bright steady beam. But beware of very bright lights which may dazzle other cyclists and pedestrians unless pointed down or dimmed. If they are dazzled they may not see you!

There is an enormous range of bike lights available, from pocket-sized ones for a few pounds, which may not meet British or European Standards, to very expensive powerful ones. So think about your needs – and your budget, remembering that many Cambridge bike shops will give you a discount (see below) – and talk to your friendly local bike shop.

Monica Frisch

Join the Campaign for a host of cycle discounts

As some members have recently reported, joining Cambridge Cycling Campaign can pay for itself, as members are entitled to discounts at some cycle shops in the area. There's a list on our website (www.camcycle.org.uk/membership/discounts.html) – let us know of any additions or corrections to it. Please also tell us if shops refuse to offer a discount.

David G reports: *'I recently used my card in Cambridge Blue cycles on Chesterton Road to buy some tools. Occasionally use it in Howes for parts. 10% discount is usual, so recent savings add up to £5.'*

Paul T says: *'I bought a new bottom bracket in Ben Hayward last week, cost £22.00, and 10% discount (even though I did not have my card - they keep your details on the till) so saved £2.20. I can't remember the prices, but I bought a pump, tyres and waterproofs last year, so I have easily paid for my family membership with discounts.'*

Heather C also says: *'The average amount I save per year suggests that even if the membership fee was doubled I'd save money. 10% off new lock in Ben Hayward. Oh, and off lock carrier. Have had discount in Station Cycles on sundries too. New bike three years ago from Cambridge Cycle Co in Shelford.'*

Please report your membership card savings to discounts@camcycle.org.uk with a picture of you or your bike for possible inclusion in our next newsletter. There will be a £20 photo print voucher from FotoInsight for the most interesting report.

Monica Frisch

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Lighting cycle paths sensitively

Should the busway cycleway be lit by solar cat's eyes (left) or white LEDs (right), as used at Cambridge Leisure Park?

There has been more talk recently about lighting the unlit sections of the busway cycleway. It is pretty appalling that such a key cycle route was not lit in the first place, but we are where we are. Full-height lighting would cause light pollution along the many rural sections of the route. There is certainly a need for balance here and a need to recognise the sensitivity or otherwise of the surrounding landscape, be it urban or more rural.

Solar cat's-eye lighting is being discussed by some councillors. However, this type of lighting doesn't actually light up a path. It demarcates the edge of the path by use of powerful white LEDs, but nothing more. In fact it can often dazzle people, reducing night vision. That said, this can sometimes be useful or better than an unlit path – though members of the campaign are 50:50 in terms of liking or disliking it. Nor are LEDs a substitute for white lines, possibly using reflective paint, which would be much cheaper.

One alternative, which I have strongly advocated to anyone who has asked, is the kind of ground-based lighting found at Cambridge Leisure Park. It is powered lighting which means that it does need cables fitted, but crucially it only lights the path and not the surrounding area, so is more suitable for rural areas.

The standard objection to actual lights that are not high up is that they become subject to vandalism. However, this argument is fallacious given that these lights at Cambridge Leisure Park have been in place for over five years now, in a busy area, and yet seem to be very robust. In rural areas the light levels could be lower, saving energy. Perhaps an innovator could improve the concept further by making them detect an approaching cyclist (by infrared or sound perhaps?) and perhaps making an LED version that would probably last the night if solar-powered with such detection.

What do you think?

Martin Lucas-Smith

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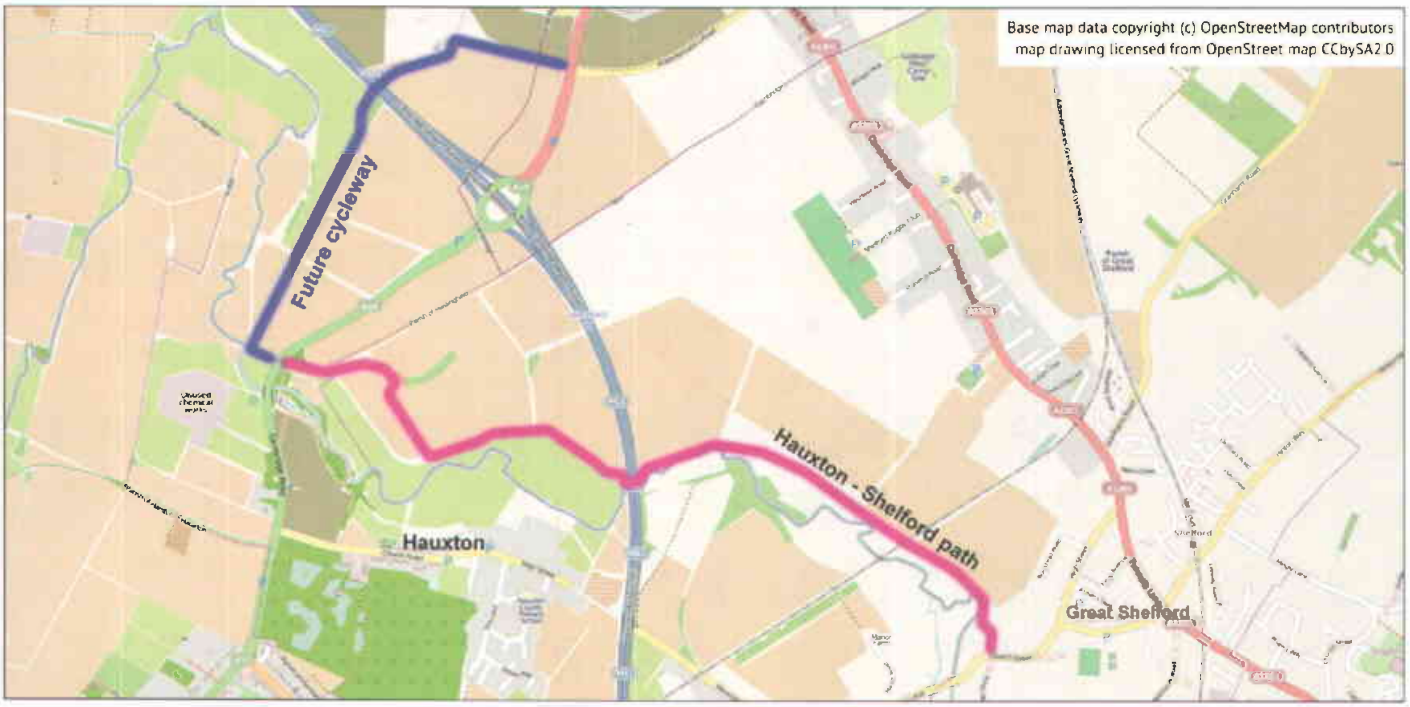
Countryside walks and rides



The future cycleway across Trumpington Meadows combined with the permissive route to Hauxton will create a peaceful route from the city centre.

I'm an avid user of maps, from even before the days when Rights of Way were universally shown. A number of years ago, the Ordnance Survey started to show permissive routes on Explorer maps. I was puzzled as, although such routes were defined in the legend, and I'd found some routes in Cambridgeshire marked on the ground, they did not appear on local maps. For instance, the permissive cycle route from Trumpington to Addenbrooke's hospital that is now partially subsumed into the Guided Bus path never appeared on Ordnance Survey maps.

An adjacent low underbridge means there is no need to 'Beware of the Trains'.

I wrote to the Ordnance Survey. They said they could only add the information if the local authority supplied it. I wrote to the county council who said that they did not (unlike some local authorities) forward such information, as permissive routes could be withdrawn without notice, and then the maps would be incorrect!

I found this very frustrating as it made planning walks or cycle rides outside one's immediate knowledge more difficult.

Now I've discovered a useful website maintained by Natural England which includes details of many such paths: http://cwr.naturalengland.org.uk . Many of these are just permissive footpaths, some just giving a short closed loop or access to specific fields, but others are linking paths that also permit 'riders', be they on horses or bicycles.

Permissive countryside routes can make a nice trip for families

One which I've found makes a good link under both the M11 and the Kings Cross railway line, creating an alternative route from Shelford to Hauxton Mill (see www.camcycle.org.uk/jumpto/nl104ne). Routes such as this can make a nice trip for families or inexperienced cyclists.

Access to the Hauxton Mill end from Cambridge is not currently easy as you need to cross the M11 at junction 11, although access from Haslingfield via a bridleway is easier, apart from the crossing of the A10. Once the agreed route through Trumpington Meadows – over the existing accommodation bridge past the old coprolite workings, and along a short

Quiet route under the M11 next to the river (if any route by a motorway can be quiet!).

section of new path – is open, access from central Cambridge will be (almost) traffic free.

Of course this isn't a tarmacked route, but much is hard surfaced and not too loose. If wet there will be puddles, for children to enjoy (and adults to avoid?). Parts of this are quite rural, and the route beneath both the M11 and the Kings Cross railway line add extra interest. I expect that those with knowledge of flora and fauna would find much of interest in both the adjacent woodland and along the river.

This is one of a number of permissive routes over land owned by Trumpington Farms. Remember that large agricultural vehicles use these tracks. You can hear them but they can't see round bends and they may carry implements that are very wide, so take extra care if you hear them. Thanks are due to all those who permit access over otherwise inaccessible land.

Jim Chisholm

Campaign Diary

October

Tue 2	8.00pm	**Monthly General Meeting.** Friends' Meeting House, Jesus Lane (with tea and coffee from 7.30pm, and a chance to chat, and for us to introduce ourselves to new members).
Sun 21		**Newsletter 105 deadline.** Please send copy to Monica Frisch: mfrisch@phonecoop.coop. Members are warmly invited to write articles (style guidelines available) and are invited to contact the Editor in the first instance.
Sat 28		**British Summer Time ends.** Clocks should be put back at 1am - don't forget your bike lights!

November

Tue 6	8.00pm	**Annual General Meeting with speaker Councillor Martin Curtis, Cambridgeshire's Cycling Champion** Friends' Meeting House, Jesus Lane (with tea and coffee from 7.30pm, and a chance to chat, and for us to introduce ourselves to new members). Elections for the Committee will be held, and a review of the year given.

December

Tue 4	8.00pm	**Monthly General Meeting.** Friends' Meeting House, Jesus Lane (with tea and coffee from 7.30pm, and a chance to chat, and for us to introduce ourselves to new members).
Mid December (date tbc)		**Seasonal social. Join us for a social gathering.** Please contact us at www.camcycle.org.uk/contacts if you wish to come so that we can book the right number of places.
Sun 21		**Newsletter 106 deadline.** Please send copy to Monica Frisch: mfrisch@phonecoop.coop. Members are warmly invited to write articles (style guidelines available) and are invited to contact the Editor in the first instance.

Cycle rides

If you're looking for sociable and non-competitive cycle rides in the countryside around Cambridge, why not go for a ride with **CTC Cambridge**? We know all the nicest routes! We offer up to seven rides a week with a variety of speeds and distances, and non-CTC members are welcome to come and try us out. All rides are graded to give an indication of speed and distance so you should be able to find a day, speed and distance which suits you. If you're unsure, our Saturday morning leisurely rides are a good way to start. See our calendar of rides at **www.ctc-cambridge.org.uk**

City and County Council committees

Campaign members may be interested to attend **Planning Committee and Area Committee** meetings, which often include cycling and walking issues.

Joint Development Control Committee meetings, which determine the Planning Applications relating to the major housing development proposals for the Cambridge sub-region, are also open to the public. Details of venue and agenda are available about a week beforehand at www.cambridge.gov.uk/democracy/

OCTOBER

Thur 4	10.00am	**Joint Development Control Committee: Cambridge Fringes**
Wed 10	10.00am	**Joint Development Control Committee – Cambridge Fringes – Development Control Forum**
Tues 16	4.30pm	**Development Plan Scrutiny Sub-committee**
Wed 17	9.30am	**Planning Committee**
Thur 18	7.00pm	**East Area Committee**
Wed 24	10.00am	**Development Control Forum**
Wed 31	10.00am	**Joint Development Control Committee: Cambridge Fringes**

NOVEMBER

Thur 1	7.00pm	**West/Central Area Committee**
Wed 7	10.00am	**Joint Development Control Committee – Cambridge Fringes – Development Control Forum**
Mon 12	7.30pm	**South Area Committee**
Tues 13	4.30pm	**Development Plan Scrutiny Sub-committee**
Wed 14	9.30am	**Planning Committee**
Wed 21	10.00am	**Development Control Forum**
Thur 22	6.30pm	**North Area Committee**
Thur 29	10.30am	**Joint Development Control Committee: Cambridge Fringes**
Thur 29	7.00pm	**East Area Committee**

Annual General Meeting 2012

This year's Annual General Meeting will be held on Tuesday 6 November 2012, 7.30pm for 8pm (ending by 10pm), at the Friends' Meeting House on Jesus Lane. All are very welcome.

The evening will begin with a talk by a guest speaker, followed by an opportunity for questions.

This year's speaker

We're delighted to announce that our speaker will be Councillor Martin Curtis, who is Cambridgeshire County Council's 'cycling tsar'. Come and hear his views on what the County should be doing, on his view of the Campaign, and quiz him on his plans.

Formal AGM business

The business of the AGM will then follow, including elections to the Committee.

Any motions for the AGM must reach the Co-ordinator via our usual contact details by Sunday 14 October 2012. We will contact members to give more information on the AGM shortly after.

Minutes of the last AGM will be sent to our members' e-mail list a week in advance. Please let us know if you require a paper copy.

Elections

The AGM is the time at which a new committee – the Board of Trustees of the Charity – is elected. The committee represents the 'front line' of the Campaign. On your behalf, committee members assist with consultation responses, attend meetings, and administer aspects of the Campaign, all depending on the time they can spare.

It is an excellent opportunity to become more involved in the Campaign, promote cycling, learn about local government, and make a real difference to the local quality of life for all.

Every year all the committee posts, as listed below, are up for election – please consider standing! All members of the Campaign are allowed to vote.

If you want to stand for any of the positions, our rules require that you have a proposer who will sign a note of support before the start of the AGM. We are particularly keen to get candidates for the New Media, Education and Under-25 posts. We would also like to hear from you if you have expertise and passion in an area which could benefit us. The list of projects that need a guiding hand is long: educating bus drivers on the needs of cyclists (Oxford has set a precedent), inviting taxi companies to a dialogue about sharing the road, working with local schools, working with the press to create a positive dialogue between all road users, documenting the local history of cycling, working with artists to create a meaningful public discourse about cycling, challenging the colleges and universities to be heard in the conversation about transportation and health, working with public health agencies, using visual technologies to document problems and create a compelling vision of sustainable solutions, engaging with legal professionals to educate professional drivers, publishing profiles and stories of local cyclists, and much more. Please join us for this important work!

The posts are as follows:

- Chair (= Charity Chair)
- Co-ordinator (= Charity Secretary)
- Treasurer (= Charity Treasurer)
- Membership Secretary
- Liaison Officer
- Planning Co-ordinator
- Newsletter Editor
- Events Officer
- Recruitment Officer
- Web and New Media Officer
- Press Officer
- Education Officer
- Under-25 representative
- Up to two General Campaigner posts; any posts above unfilled will become general campaigner posts

The General Campaigner posts are flexible to accommodate your special interest or expertise. You can find out more about the roles of the committee members at www.camcycle.org.uk/about/charity/boardoftrustees/

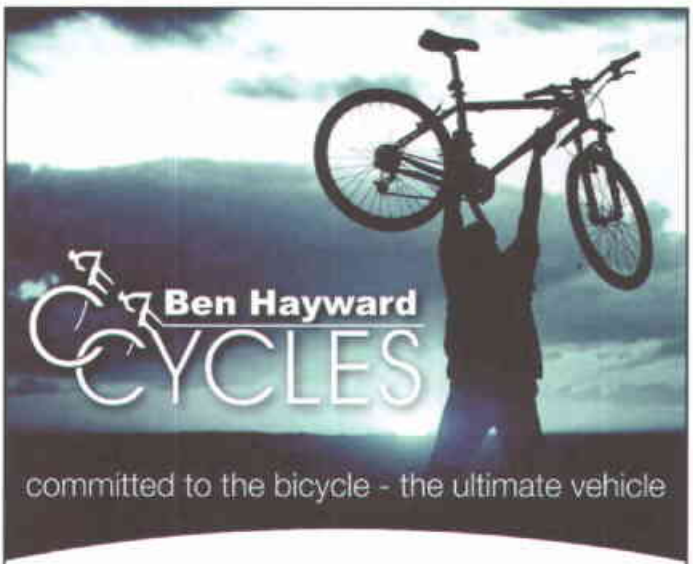
Martin Lucas-Smith

DESIGNERS NEEDED

If you enjoy reading this newsletter, why not volunteer to help put it together? **We urgently need new designers to lay out up to 6 issues per year.**

We would also welcome other newsletter volunteers: if you can write articles, take photos, produce illustrations, proofread, source advertising, stuff envelopes or deliver newsletters, we'd love to hear from you.

Please email contact@camcycle.org.uk



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Dated advertising on Hills Road

A local property management firm has put its name on a supersized advertising billboard, visible from Hills Road bridge in Cambridge. It proudly displays a fleet of small cars, and shouts in big letters: 'We've got Cambridge covered!'

Cars are a common sight in the visual discourse of adverts. They usually advertise themselves: displaying the vehicle to its best advantage, its promise of freedom, speed and beauty. But what would be the message our local property managers want to transmit by displaying their fleet of cars? Perhaps they want to say: 'We have many cars, and we can run them around town to visit your property, to show it to renters, to keep appointments with the trade, to read meters, to see that everything is in order. We have so many cars, we can almost "cover" our local streets with them.'

True, managing properties involves a lot of driving around. Those who traverse the city on the bicycle will have noted these or similar cars, often strikingly decorated as advertising for their respective firm. But do all these trips really need to be made in a motor vehicle? While one firm shows off its fleet of cars, another may just as proudly develop a business plan seeking to be light on traffic, light on the environment, and green on the town. These are surely interesting times when the confirmed motorhead will readily encounter someone who tries to reduce his car use. Even now, somewhere else a green innovator is perhaps thinking how less driving will reduce the carbon footprint of his firm, how it will save time and money, and go on to design a charming bike fleet so that his employees can avoid the stress of congestion, be green and punctual, and contribute to make this city a better place with less traffic.

But the advertising across Hills Road comes from a different universe. The mentality is firmly of the last century. Not a single questionmark about the benefit of driving a car in sight. They present themselves as a local firm, but the desperate pride in their little fleet of cars is completely out of place in the most cycled city of the nation where more than 26% of all trips are on two wheels, without the exoskeleton that has so thoroughly changed our cities and our lives.

Today, Cambridge is thinking about ways to improve our community by reducing the need to drive, by making it easy and welcoming to use a bicycle. Hopefully, this comment on their billboard will encourage them to find a way to improve life in the residences they manage, and enhance the community they traverse, by taking a few cars off the road? Surely they can agree that, with cars, less is always better.

Looking at the billboard again, it seems that Accent and their PR partners still have a long way to go to arrive at the present, and to understand the car-light mood of this city. In the meantime, thousands of irritated drivers waiting for their turn on Hills Road will look with disbelief at this celebration of yet more cars, while the cyclists and pedestrians who pass this billboard every day will simply consider it ridiculous, yesterday, and in bad taste. Cars are of course a most useful invention, but if all goes well, 'We've got Cambridge covered' could turn out to be the last local advert which tries to present the car as a positive force.

Michael Cahn

Coe Fen cattle grids

New bars on the cattle grid on Trumpington Road (left) and a suggested improvement.

Amendments have been made to the cattle grids at the Trumpington Street and Sheep's Green Bridge accesses to Coe Fen.

Cattle have presumably been able to use the flat areas on either side of the grids to get across them, and extra control bars have recently been added. These make access by bicycle more difficult, particularly for less confident riders.

A better solution would to remove the new bars and instead fit angled plates over the flat areas (see right), which cattle shouldn't be able to negotiate, making the passage more bicycle-friendly.

Michel Tilche